



**THE DETERMINANTS OF EFFECTIVE ISLAMIC LIFESTYLE  
IN ACHIEVING BRAND EQUITY: A CASE STUDY AT CHINESE MUSLIM FOOD  
RESTAURANTS IN SELANGOR**

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**FACULTY OF BUSINESS MANAGEMENT**

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**MALACCA CITY CAMPUS**

**JUNE 2014**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA**

We, Muhammad Abd Hakim bin Abu Bakar (910115-14-6409) and Rafizah binti Mohd Lazi (920513-01-6000)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

(Muhammad Abd Hakim bin Abu Bakar)

Signature : \_\_\_\_\_

Date: \_\_\_\_\_

(Rafizah binti Mohd Lazi)

## **LETTER OF TRANSMITTAL**

June 2014

The Advisor

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Dear Madam,

### **Submission of Project Paper**

Attached is the project paper titled “ THE DETERMINANTS OF EFFECTIVE ISLAMIC LIFESTYLE IN ACHIEVING BRAND EQUITY: A CASE STUDY AT CHINESE MUSLIM FOOD RESTAURANTS IN SELANGOR to fulfill the requirements as needed by the Faculty of Business Management, University Technology Mara, Malacca City Campus.

Thank you.

Yours sincerely,

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(MUHAMMAD ABD HAKIM BIN ABU BAKAR)

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(RAFIZAH BT MOHD LAZI)

## **ABSTRACT**

The title of this research study is “The Determinants of Effective Islamic Lifestyle In Achieving Brand Equity: A Case Study at Chinese Muslim Restaurants in Selangor”. The main purpose of this study is to determine the relationships between independent and dependent variables. There are three independent variables involved in this research which are Islamic product, Islamic promotion, Islamic ethics while the dependent variable is brand equity. In order to complete this research study, the hypothesis was constructed and focused on the objective to determine whether there has a significant relationship between those independent variables with brand equity. A total of 153 respondents have participated in this study. The methodology used for the research was primary and secondary data collection. For primary data, the researcher used questionnaire, observation and focus group interview with the person in charge at the restaurants. While for secondary data, the researcher gather and collect information from journals, articles and also official websites. Thus, the result was obtained through the analyzing and interpreting the data. The frequency analysis, reliability analysis, descriptive analysis and Pearson’s Correlation Analysis was used for data analysis. From the correlation analysis, found that those three independent variables have a significant, strong and positive relationship with the dependent variable. Thus, as conclusion there are clear shown that these three hypothesis which included Islamic product, Islamic promotion and Islamic ethics is supported.

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